AMENDMENTS TO THE CLAIMS

1-10 (Canceled)

11. (Currently Amended) A computer readable storage medium containing executable instructions that when executed by a computer system implement a method comprising:

allowing selection of a feedback rule for an online auction contemporaneously with an end-user initiating the online auction, wherein the feedback rule comprises at least one of the group consisting of personalized feedback, conditional feedback and timing of feedback.; and

allowing the end user to change selection of feedback rules for the online auction during the online auction.

12. (Currently Amended) The computer readable storage medium as defined in claim 11 wherein allowing selection of the feedback rule for an online auction contemporaneously with an end-user initiating the online auction further comprises allowing the end-user to select at least one feedback rule from the group:

no feedback;

full disclosure;

disclosure of a specified number of leading bids only;

informing a bidder of his rank only if the bidder's rank is among a specified number of leading bids; and

informing a bidder whether a bid submitted by the bidder is among a specified number of leading bids.

13. (Canceled)

14. (Currently Amended) The computer readable <u>storage</u> medium as defined in claim 11 wherein allowing selection of the feedback rule for the online auction contemporaneously with the end-user initiating the online auction further comprises allowing selection of at least one [[the]] <u>a</u> group <u>comprising</u>:

feedback type rules;

feedback timing rules; and

feedback content rules.

15. (Canceled)

16. (Previously Presented) The computer readable <u>storage</u> medium as defined in claim 11 wherein the feedback rule further comprises selecting an event tracked by the online auction, wherein occurrence of the event triggers a change of feedback during the online auction.

17-24. (Canceled)

25. (Currently Amended) A system for controlling an auction, comprising:

interface means for providing a user interface through which an end-user may input details for an auction, including feedback rules regarding information provided to bidders about status of the auction <u>wherein the interface means allows the end-user to dynamically customize feedback provided to the bidders during the auction</u>; and

auction means for carrying out the auction over a network in accordance with the input details for the auction.

26. (Canceled)

27. (Previously Presented) A system according to claim 26 wherein the interface means allows the end-user to dynamically customize timing of the feedback provided to the bidders during the auction.

28. (Previously Presented) A system according to claim 25 wherein the details for the auction also include start time of the auction, end time of the auction and details regarding an item to be auctioned.

29. (Previously Presented) A system according to claim 25 wherein the feedback rules include a rule based on a bidder's rank in the auction.

30. (Previously Presented) A system according to claim 25 wherein the interface means allows the end-user to select from a menu of pre-assembled feedback rules.

31. (Previously Presented) A system according to claim 30 wherein at least one of the pre-assembled feedback rules includes a variable that is specified by the end-user.

32. (Previously Presented) A system according to claim 31 wherein the variable comprises a bidder's rank in the auction.

33. (Previously Presented) A system according to claim 25 wherein the interface means allows the end-user to assemble new feedback rules by using a scripting language.

34. (Previously Presented) A system according to claim 25 wherein the interface means allows the end-user to specify that a first feedback rule is followed until a pre-specified event occurs, after which a second feedback rule is followed.

35. (Previously Presented) A system according to claim 25 wherein the interface means allows the end-user to modify the feedback rule during the auction.

36. (Previously Presented) A system according to claim 25 wherein the user interface is a graphic interface.